

Inside  
THIS ISSUE

- ▶ Quote of the Month
- ▶ Flauntpreneur Success Story – **Brad Lamb**
- ▶ Feature Article: **What have You Done Today to Brand Yourself for Tomorrow?**
- ▶ Personal Branding Rule
- ▶ Next Issue's Sneak Peak

## Understanding U-Branding *with Ky Joseph*



The world of personal branding is a relatively new movement in the scope of things and quickly becoming a worldwide phenomenon in business. Just take a look at the growing number of business and life coaches, motivational speakers, authors and celebrity endorsed products there are. With advance planning and strategizing, you have the control to turn your ordinary business life into an extraordinary one. It's a fact that you have a better chance at success if you present yourself as a proven brand or expert in your particular field. In this issue, we'll help get you started on your quest to create your own personal brand.

*Ky Joseph is Executive VP Sales for The Evanov Radio Group and shareholder of CKHZ-FM Halifax, CJWL-FM Ottawa and CKHK-FM Hawkesbury. Among other responsibilities, she is a daily coach and motivator in the area of media and sales management and personal brand building. Ky can be reached at [ky@flauntpreneur.com](mailto:ky@flauntpreneur.com).*

## FLAUNTREPRENEUR SUCCESS STORY

# Brand Lamb

Brad Lamb knew years ago that if he created a strong brand in himself, the world would eventually become his oyster, the real estate world that is. Brad is a self proclaimed flauntpreneur and damn proud of it, with good reason. He has major bragging rights

close the deals. Because sales people love the selling side of the job but hate the administrative and cold calling aspects, he created a structure within his own organization that was conducive to the nature of the sales people. He hand picked the best



and doesn't hold back in that area whatsoever. And why should he, with the top condo brokerage firm in Canada's largest city, real estate developments all over the world, a personal real estate portfolio that

agents to join his sales team and employed an exceptionally large office staff who are responsible for the tasks that agents dislike, including soliciting new clients and administrative functions.

**When you reach a certain level of expertise in any business, the tables turn and opportunity seeks you out.**

would impress Donald Trump and a TV show to top it all off. So how exactly did this 6 foot 5 giant go about creating the Brad J. Lamb brand? Aside from the fact that he is intelligent, creative and driven, he felt there was a flaw in the current real estate brokerage model and thought there was a more effective way to run the business. By understanding the psychological make-up of sales agents, he focused on ways to get more productivity from the people that

This leaves the agents free to focus strictly on selling. And selling they do, with over 2000 condo sales in 2007, accounting for over \$8 billion in real estate transactions. Of course there is a hefty price for the agents to pay for having such lavish office services; 50% of their sales commissions. Even with this atypically high commission split in favor of the broker, Brad affirms this template works well for his agents who make a lot more money than most.

With a line-up of agents wanting to work for Brad Lamb Realty, he insists the business model is the best in the business.

Brad deems it essential to impress clients in business and feels it's a necessity to look more successful than you actually are. His agents are all mandated to dress stylish, wear a very expensive watch and drive nothing less than a Porsche, Mercedes or BMW.

He then launched what is probably one of the most memorable ad campaigns the city has yet to see. He stuck his big, bald head on the body of a fluffy lamb and plastered the ads all over the city. Believe me, if you've ever seen one of his ads, you'd remember the name Brad Lamb. The campaign may not have been a good one from all marketing accounts but it was most certainly an effective one and that's really all that counts. With advertising placed all over the city, he soon gained major notoriety among the public as the Condo Specialist he set out to become. Throw all this together in a pot with good business practice, an outstanding track record, a promise to deliver and consistent and continual branding and you've got one great product (and brand).

Before long, the press started calling him every time an expert's advice was needed on the current state of the condo market.

out. Developers now approach him to put the Brad Lamb name on projects knowing they will sell. In fact, Brad feels if his name is on a project, it has a better chance of being successful. He was also approached by a television producer who asked him to host a TV series and hence, Big City Broker now airs on HGTV with Brad as the star of the show. Although he was enormously successful before the launch of Big City Broker, Brad feels the show gave him the nationwide appeal he didn't previously have and already sees new opportunities as a result of this broader scope. He's constantly looking for new and viable opportunities to expand his wealth and his brand as a result of it.

As one of North America's most successful and influential real estate moguls, Brad Lamb is on top of the world and that makes him our Flauntrepreneur of the month.

Brad can be reached at  
[www.torontocondos.com](http://www.torontocondos.com)

As all smart flauntrepreneurs know, you can never let your brand remain idol. Brad used each accolade to reach higher levels of achievement. If you look on his website, you'll read 20 reasons to choose Brad Lamb Reality to buy or sell a condo. Think of the "20 reasons to choose Brad Lamb" as a flight of stairs, each "reason", a step, elevating him on his journey to become a more recognized brand. To this day, he continues building his image and for that reason, no one comes close to being the condo specialist he has worked so hard to become. And finally, when you reach a certain level of expertise in any business, the tables turn and opportunity seeks you



## Get organized:

### *What have you done today to brand yourself for tomorrow?*

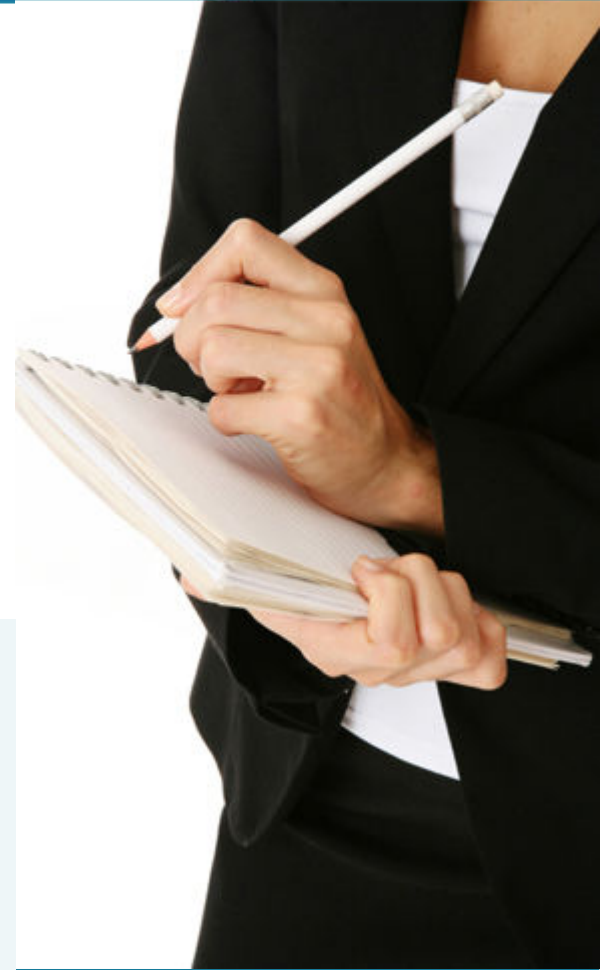
Surely you know that all successful business people function with the help of their reliable agenda book or PDA. God knows I'd be lost without having mine close by to jot down ideas, to-do items and of course future appointments. For busy people, it's highly probable that something will be forgotten if not written down. All ideas that become great achievements first need to be written down and organized accordingly. I call this a **Hit-list** or **To-do list**.

This article is much too short to show you how to formulate a full business plan but it will help you get started, get organized and train you to do just one thing every day that will help you begin the process.

### *For starters,* you'll need a daily agenda.

Just like all regular "to-do" items, include just one activity that will help promote you in your industry. Let's call this the "Promote Me" activity. Below are just a few suggestions to get you started:

- Write a Bio
- Write a personal BIO of the person you want to become
- Call the editor of XYZ publication and contribute an article
- Try to become a regular contributor of a publication
- Register www.yourname.com website
- Create your personal website
- Work on building your network – ask an existing relationship for a referral
- Google strategy - make your name more Google-able



*There are literally thousands of items you can focus on to help you build a stronger brand and I challenge you to write just one self-branding task in your agenda every weekday for the entire year. If you don't write it down, it won't get done and if it doesn't get done, well, you finish the sentence.*

Tip of the Month



## IT'S NOT ENOUGH TO FIND YOURSELF. YOU MUST ALSO CREATE YOURSELF.

Not too long ago, I saw Christopher Gardner "In Pursuit Of Happiness" as he shared his personal story of heart-ache, struggle, challenge and victory on the road from rags to riches. He said something I have always believed to be true especially when you're trying to become a success in life. "Be world class at something". This may sound like a relatively passive or simple statement but it's got an extremely powerful meaning behind it. There are millions of people dissatisfied with their current work situation yet they remain complacent because it's either comfortable or the easy thing to do. Let me share something with you; achieving anything great is never easy! Be the person you are capable of becoming, be world class at something.

If you find the one thing you are truly passionate about and have a natural talent for, you will be able to impress the world with it (if you care to). If you're still trying to figure out just what that "world class" thing might be, don't worry, you're not alone. But you have to start by asking yourself many questions on the road to self-discovery and self-creation and this is an important first step. Write down all the things you love to do and the things you have a natural gift for. You too will be "In Pursuit of Your Own Happiness" and on your way to creating the person you were meant to become.

For more tips on personal branding, visit  
[www.flauntrepreneur.com](http://www.flauntrepreneur.com)

Next Issue

**The Secret**™  
to achieving  
unlimited  
business success.

**"You have to realize that  
YOU are  
the PRODUCT"**

Up close and personal with  
**The Secret's Jack Canfield**

“There's no reason you can't achieve what you want in life. What you may lack in ability can be made up with courage, confidence and organizing your energies around a goal.”

~ Ky Joseph



Do you have a personal branding success story you'd like to share, a question or comment? We'd love to hear from you.

Email at [info@flauntrepreneur.com](mailto:info@flauntrepreneur.com)